



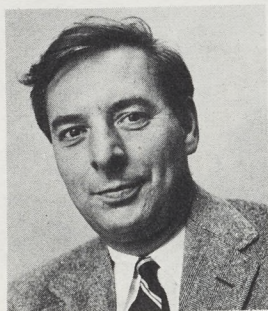
Time-Life Makes Staff Reassignments

OSBORNE HOME; BELL TO HONGKONG

John Osborne, *Time-Life* chief of bureau in Hongkong and senior correspondent in the Far East, was brought back to the United States in a recent *Time-Life* international personnel change.

Osborne, who has been with the organization since 1938, is at present on special assignment to *Fortune*. Jim Bell, former chief of *Time-Life's* Central European bureau in Bonn, replaces Osborne in Hongkong.

Osborne served as writer and senior editor for *Time* from 1938 until 1945. He was sent to London as chief of bureau in 1946 and in 1948 returned to New York as *Life* editorial writer.



JOHN OSBORNE

In 1951 he began a two-year tour as chief of the *Time-Life* Washington bureau, and was then sent to the Far East as senior correspondent, operating out of Hongkong principally.

Bell, who started with *Time-Life* in Chicago in January, 1942, has been Central European bureau chief since 1954. He was chief of the Middle East bureau, working in Beirut and Cairo, from 1951 to 1954.

Ed Hughes is en route from Johannesburg, South Africa, to replace Bell in Bonn. Hughes has been correspondent in Johannesburg since 1954.

Also involved in the personnel reassignment is Fred Gruin, assignment editor on the *Time-Life* news desk in New York. Gruin will go to the London bureau as news editor after three years on the New York desk. George Voigt returns from Singapore to replace Gruin.

Gruin joined the *Time-Life* staff in 1943 and served as writer until 1945. He

(Continued on page 5)

PRESS COMMITTEE CALLS EMERGENCY MEETING TO CONSIDER NEWSMEN IN CHINA ISSUE

AN EDITORIAL

The job of the press, including the overseas press, is to cover all the news everywhere. It is an axiom of the people's right to know.

It is not the job of the press to cover merely "good" news or just news of our friends, or just "safe" news. The job is to cover all news, of course.

If the press were to cover only "safe" news or news areas in which the State Department could afford them protection, it would not be doing its job of covering "all" news.

The fact that we list 92 correspondents on the memorial at our club as having given their lives in the pursuit of news demonstrates adequately that correspondents are very much aware that hazards are involved. Certainly the U.S. State Department could not give protection to war correspondents for example.

On these grounds, we consider the State Department has attempted to use on the international political bargaining table a gambit which is not properly its to use.

It is not the privilege of the State Department to bargain on the question of newsgathering. The people of the U.S. have a right to know all news, journalists have an obligation to provide all news, and if there are hazards involved, the correspondents can and will choose to run them.

We think such basic thinking should prevail upon the question in our main news column. Anything else would be a legalistic quibble.

STEVENS, HARRINGTON, WORTHY HAVE PASSPORTS THREATENED

The Freedom of the Press Committee of the Overseas Press Club called an emergency meeting to consider what action it might take as stiff disciplinary measures were aimed at three newsmen who traveled into Red China against U.S. Government instructions.

The three newsmen are Edmund Stevens, *Look* magazine foreign correspondent most recently stationed in Moscow, Phillip Harrington, *Look* photographer, and William Worthy, correspondent of the *Afro-American*. The latter crossed into Red China from Hongkong, while the others evidently entered via Russia.

Victor Lasky, Chairman of the Freedom of the Press Committee, said very possibly the OPC Board of Governors would have the matter referred to them at their meeting Jan. 4. The OPC previously opposed the State Department ruling banning newsmen from specific countries as unwise, but it has not expressed an opinion on an actual violation of such a government ruling.

The State Department said the newsmen went into Red China although their passports "were specifically marked not valid for travel to Communist China."

"They did this although the United States Government opposes travel by American citizens to an area where their fellow citizens are held as political hostages and where the United States cannot provide normal diplomatic and consular protection," the Department said. It emphasized that in taking action "the United States is not motivated by any desire to deny to the American public information about Communist China."

In Washington, the Treasury Department also considered taking stiff disciplinary action against the three newsmen.

The Treasury Department is empowered under the Trading With the Enemy Act to block at least temporarily the bank and other financial accounts of the newsmen in the United States.

Club Calendar

Tues., Jan 15 - Regional Dinner: Korean Evening. Reception, 6:30 p.m. Dinner, 7:30 p.m. \$3.50. (Subscription Series No. 2 valid.)

demise of Collier's and Companion

WHY MAGAZINES WITH 4,000,000 READERS FAIL

by Frederick Woltman

(Collier's and Woman's Home Companion magazines were a major market for free-lance writers and photographers, many of whom are members of the OPC. Many observers are somewhat puzzled about how the magazines, so successful with their 4,000,000 circulation each, could have failed.)

One of the best explanatory accounts was carried in a recent issue of the New York World Telegram and Sun. The following is a reprint of that account, in its entirety, carried with the permission of the World Telegram.)

The tragic collapse last week of Collier's and Woman's Home Companion, two of the nation's oldest and largest magazines, aroused widespread discussion in advertising and publishing circles today. In its wake, came one grave and baffling question, to which the answer was sought in talking with informed trade circles.

It was: Why should two nationally famous magazines with tremendous circulations have to go out of business?

DATELINE- TORONTO

Important stories are breaking regularly in Canada today. For the financial and economic background on news north of the border, Bache & Co.'s Toronto office can give you the facts you need. Other Bache offices or affiliates in the U.S., London, Paris, Geneva, and Mexico City can be equally useful. Experienced newsmen have long relied on our wire facilities and Public Relations Department for the right kind of help and information. Call on us at any time.

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And, following that: What is the future of magazine publishing in America?

Collier's, started in 1888, folded with 4,179,700 readers; Woman's Home Companion going back to 1873, had 4,288,800. The American, also part of the Crowell-Collier Publishing Co., suspended last August with 2.8 million paying readers. Total: More than 11 million.

(With 700 New York employees left salary-less and Christmas at hand, a Crowell spokesman today said the firm recognizes its "moral obligation" to give severance pay and a schedule will be worked out.)

Ad Loss Blamed

Ironically, when the blow fell, Collier's circulation had jumped 400,000 since last June; Companion's nearly 200,000. When American closed, it had a loyal and stable readership.

The answer, according to well-informed trade sources, was loss of advertising revenue. Paper prices, wages, mechanical production costs rose sharply in the last decade or so. But that applied to all publications.

The Crowell magazines simply lost out in the fierce competition for advertising among the top national magazines. In its own field, Collier's ran only fourth in the list, behind Life, Look and the Saturday Evening Post. Among the women's magazines, Companion ran third only to Good Housekeeping and the Ladies' Home Journal.

Yet Collier's and Woman's Home Companion couldn't get enough advertising to keep going. One lesson emerges. The long-accepted adage, that advertising income goes up with circulation, evidently no longer holds among the upper-category magazines.

Narrowing of Field Seen

One basic factor, trade circles point out, is a significant trend in advertising over the past few years. More and more advertising agencies are concentrating on fewer and fewer magazines at the very top.

If continued, this can mean only a narrowing-down of the top-rank magazine field. Collier's and Companion will have lost \$7.5 million in the past year.

As one observer put it, they were "squeezed out by this tendency of the advertising industry to monopolize a few magazines."

Stated another way, the advertising dollar can be stretched just so far. To sell a product, each dollar must be used effectively. And there aren't enough advertising dollars to sustain everybody.

Thus, with a \$50,000 weekly budget to sell, say, a brand of tomato soup, the advertiser must make a decision. Shall he spread it among 20 magazines to buy 20 smaller ads? Or shall he throw it all into one magazine, such as Life, where it will have a maximum impact on the buying public?

Top Magazines Favored

Today's trend is all in the direction of "biggest impact" advertising. This naturally favors those on top to the disadvantage of the magazines but slightly down the line.

Apart from shifts in advertising practices, Crowell policies have been severely criticized in advertising circles, which say they played a major role in the death of Collier's, Companion and American.

These policies went back a decade or more - to long before Paul C. Smith took over the losing magazines as president and chairman of the board in 1953. These policies may be summed up as rocking along on past reputations.

It was even then too late, many believe, for Mr. Smith to pull them out of the deep hole they were in.

'Primitive' Methods

For one thing, their promotion and merchandising methods have been described as "primitive" compared with their competitors'. Whereas the latter spent large sums on for instance, subway ads, placards for newsstands and surveys of readers' income levels and interests, the Crowell magazines completely lacked aggression, as one ad agency puts it, in selling themselves to the advertisers and distributors.

For another, their editorial budgets ran considerably below their competitors'.

And whenever the magazines' earnings fell off, according to one close observer, the editorial and promotion budgets were sliced even more. This, he says, was reflected in fewer color displays, inferior paper, and cheaper editorial content. Outside writers were paid less.

Confidence Lessened

This was a steady complaint of the magazines' editors. And it lessened the confidence of the advertising agencies.

In the last year, both Collier's and Companion greatly "beefed up" their promotion and editorial output. This began to pay off.

In one frantic week before the final crisis, Collier's advertising salesmen brought in \$2 million worth of advertising, a phenomenal achievement. But it was for next year.

Again, it came too late. What was needed to keep going was \$2 million of cold cash to meet newsprint, payroll and other expenses.

Had the magazines held out for another six months, it's widely thought, they might have survived. Nobody wanted to pour in the necessary financing.

Caught in Squeeze

"It all came down to this," an authority in the magazine field said. "All three magazines, particularly the American, had a more substantial franchise on their readers than their advertisers.

"Advertising runs in cycles. It gets to be fashionable to advertise in certain types of magazines. If a few of the larger agencies concentrate on a few top magazines, the smaller ones follow like sheep.

"The advertisers tend to put their money on the lead horses. Although Collier's was building back, it got caught in the squeeze."

Crowell's frequent shakeups of its editors and managing editors has often been criticized. Nevertheless, in the past six months, Collier's was able to jack up its newsstand sales -- by far the best index of reader interest -- more than 200,000. So these on-the-spot sales approached or even exceeded those of its competitors higher on the list.

As it is, when Collier's went

down last week with 4.1 million readers, it was still in the top circulation ranks. According to the average figures for the first half of 1956, Look had 4.1 million readers; the Saturday Evening Post, 4.8 million; Life, 5.6 million.

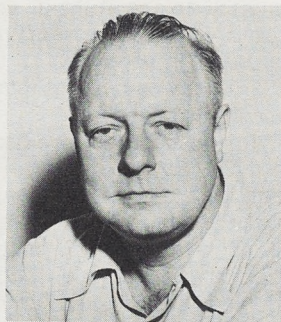
Frederick Woltman, Staff Writer for the New York World Telegram and Sun, received the Pulitzer Prize in 1947 for his pioneer reporting on Communist activity in the United States.

His co-authorship of a series on real estate rackets won the Pulitzer Prize for the World-Telegram in 1932.

An early example of his thorough, indefatigable technique was an expose of illegal court action which sparked a grand jury investigation of New York City's court system and led to the appointment of the Seabury Investigatory Commission. Woltman in 1945 first disclosed details of the Amerasia case; in 1950 he brought to light the New York City Police Department's juggling of crime statistics, forcing a revision of the system. He reported, in 1953, the same department's handling of brutality charges by civilians, for which he won the American Newspaper Guild's Heywood Brown Award.

The following year, Woltman's comprehensive, critical series on Sen. Joseph R. McCarthy (R-Wis.) appeared in the World-Telegram and other Scripps-Howard newspapers, and was considered decisive in the public's down-graded re-appraisal of the controversial senator.

Woltman, a native of York, Pa., started his career as a Philosophy instructor at the University of Pittsburgh, from which he holds A.B. and M.A. degrees. He's married to the former Jane Jackson, an artist.



FREDERICK WOLTMAN

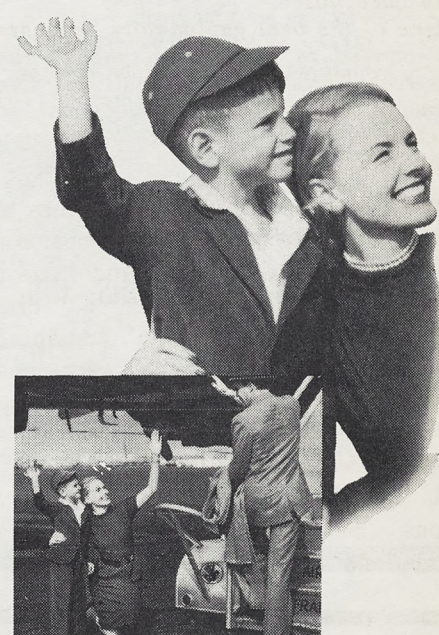
TIME-LIFE (Continued from page 1)

was sent to Nanking as correspondent in 1945, and in 1949 returned to New York where he was writer until 1953.

Voigt began his career with *Time-Life* in 1952. He served in the Bonn bureau in 1953, the London bureau from 1953 to 1955, returned to New York for a short period in 1955, and was then assigned to the Singapore bureau as Southeast Asia correspondent.

Reassignment of John Dominis, *Life* photographer in Singapore since 1955, has been effected because of the closing of the Singapore bureau of *Time-Life* on December 1. He is now attached to the Hongkong bureau.

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TREASURER'S REPORT



Treasurer A. Wilfred May, reporting that the Club's operations during this fiscal year's first eight months through November showed a net deficit of \$1,655. versus income of \$4,518. in the corresponding 1955 period, stated that this result was mainly composed of a quadrupling of Committee expenses. While characterising these outlays as justified in the light of expansion of the Club's constructive activities, he called the Board's attention to the urgent need for maintaining strict budgetary control over such spending.

Re members' credit: Mr. May reported that there are presently outstanding 169 active Deposit Accounts totalling approximately \$4,500.; it being intended that such Accounts be permanently continued concurrently with the newly-instituted credit accounts in a dual system.

OPC MILESTONES

BORN: To Mr. and Mrs. Robert J. Cole (he's Latin American editor, *Journal of Commerce*), a second daughter, Roberta Jo, Dec. 27.

BORN: To Mr. and Mrs. Eugene Miller (he's associate managing editor, *Business Week*), a second son, Scott Miller, on Dec. 12.

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MEMBERSHIP APPLICATIONS

ASSOCIATE

WILLIAM R. BOWLER, Aug. '37 to Oct. '40, Harry Gelwicks (*N.Y. Times*, *N.Y. Herald-Tribune*, A.P. and *L.I. Star Journal*.) Proposed by *Sherman Stambaugh*; seconded by *Edward Cunningham*.

JAMES T. FARRELL, *Chicago Herald-Examiner* Mar. to Oct. '29; Lecturer, 1931 - 1956; *Labor Daily*, 1955; USIS, 1949-1956 (Australia, India, Paris). Proposed by *William C. Lengel*; seconded by *Lawrence G. Blochman*.

EVERETT GELLERT, Publisher of following since indicated dates to present -- *Modern Photography*, 1950; *Photo Dealer*, 1944; *Phillips Catalogs*, 1946; *Amer. Photo Book Pub. Corp.*, 1953. Proposed by *William S. Foster*; seconded by *Ann Cutler*.

WILLIAM STRICKER, presently full-time Foreign Press Liaison Officer, U.S. Information Agency; *Telegraf* newspapers, Aug. '35 to Mar. '38 (Austria); Jewish Telegraphic Agency, Mar. '38 to Apr. '39 (Czechoslovakia); State War Dep't., Dec. '44 to Apr. '47 (Germany); USIA, Jan. '51 to July '51 (Austria) and Oct. '48 to Dec. '55 (N.Y., Washington). Proposed by *Jules J. Bond*; seconded by *Edward Goldberger*.

BLYTHE ELLEN FOOTE, USIA, Information Officer, June 1953 to present (Germany) -- Feb. '51 to June '53 (Turkey). Proposed by *W. Peter Dreyer*; seconded by *Gerald W. Schroder*.

AFFILIATE

MERIDITH J. BRATTON, *Bored Walk Magazine*, Editor & Publisher, 1941-42; U.S. Navy, Public Info. 1945 (Pacific, Atlantic); *N.Y. Herald Tribune*, 1946-49. Proposed by *Russell F. Anderson*; seconded by *John Wilhelm*.

NEW MEMBERS

The Chairman of the Admissions Committee announces the election to membership of the following candidates:

ASSOCIATE

William G. Meek, *American Weekly*
Charles Roth, *National Jewish Post*

BAKAL, RIZNIK UNDER CONTRACT

Carl Bakal to do a bi-monthly column on photojournalism for *Writer's Digest*, starting in February...*Joseph Q. Riznik*, editorial consultant in San Francisco and member of Press and Union League Club there, is postponing publication of his technical autobiography titled *Pieces of Mind* until Spring, 1958, to prepare a new journalism syllabus textbook.

TINA LYNCH HAS BABY BOY

Mrs. Tina Lynch, former OPC secretary, gave birth Dec. 30 to an 8 lb., 7 oz. son in Kew Gardens General Hospital.

Mother and Raymond Francis, Jr. are both fine.

CBS ROUND-UP (Continued from p. 3)

Schoenbrun: The French are unpredictable. There was no wave of anti-American feeling. They felt the United States had to do what it did or did not do. They recognized that the United States must divorce itself from France and Britain. They understood our reasons. They are glad that the United States had a foothold in the Middle East. They take a realistic view of these things. There was no disruption or permanent hatred or crisis.

Smith: In England I interviewed people and found them split toward America. Since the Suez war, there has been a gravitation toward the American view. They are becoming curious about the land called America, and are demanding movies, etc., which will acquaint them with America.

What is the future of Nasser?

Murrow: He is a calm, cool, gambling man. He is sure of his strength and has contempt for the United Nations. He has the respect of his people because he is persuading them that he drew back from the Israelis and beat the French and British.

Smith: He is a very popular man now. However, his future is uncertain. He must find new gestures with which to humiliate the Western powers, or he can choose to face and solve the problems of Egypt, which is more difficult. Egypt needs the Aswan Dam to increase the fruitful acreage with which to support its population. The population is increasing at the rate of 1,000,000 every three years. The people cannot be supported without U.S. aid (or Russian aid).

What is the opinion of West Germans on the problem of reunification?

Hottelet: Informed sources such as Adenauer, do not think highly of prospects for reunification in the next year of West and East Germany under present circumstances.

I wonder if you find any indication of serious intention of the Russians going into the Middle East with their "volunteers?"

Schorr: The Soviets felt they would not have to intervene in the Middle East, but were ready to do so if necessary. They wanted to keep their friends. They made the offer "not to place obstacles in the way of volunteers who desired to go" after the cease-fire. They made the necessary military preparations to send volunteers, and would have assisted. However, they took care not to.

Why didn't Syria and Jordan come to the aid of Nasser if he is the Arab leader?

Burdett: The Arab countries were waiting to see what Israel would do to the Egyptian Army. They saw what happened and held their fire.

What are the chances of survival of

Gomulka and what is the reaction of the Polish people toward the Hungarian situation?

Hottelet: Gomulka is the patron saint of Poland. He is a national Communist. He places the interests of Poland above those of the Communist party. He wants Poland free of Russia and of the claptrap of Marxism. He has the support of the Communists of Poland and of the people. He is sitting on a powder keg. The Russians are despised in Poland. There is a possibility that the Russians may find a way of simple stimulation to provoke an incident and use it as an excuse to get a foothold again in Poland. In Poland today, there is a national discipline and solidarity.

Would Mr. Smith tell us what the prospects are for restoring the Anglo-American partnership?

In London today, the only group angry with America is the right wing of the Conservative party. The rest of the party adjusted to our action. Even in the Labor party, we acquired a friend in the course of this struggle - Ernest Bevin.

Roland Gammon, President of Roland Gammon Assoc., PR consultants, occupied the lecture platform Dec. 23 with UN president Prince Wan Wait-hayakon of Thailand in a program on "Friendliness, Freedoms, and Faith of the Russian People"

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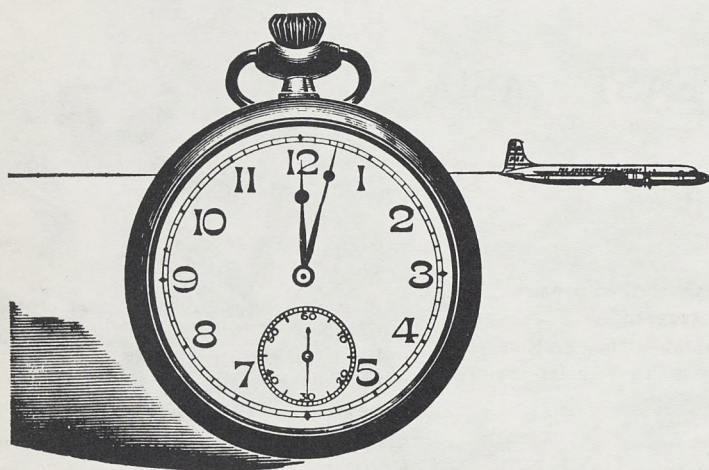
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